

Seven Marketing Strategies that won't break the bank



Be charitable

Lots of firms donate money to charity and think they've done something for their business. But what if they'd donated a product or service instead? It not only benefits charity but opens up a chance for you to gain additional business. That makes both parties a winner.



Business cards for advertising

Look at your card...is it going to sell anything for you? Think of it as a 2 sided billboard. List your products or services on the reverse or even a special offer.



Invoicing for repeat Business

You've already paid for the stamp and the envelope – just pop in some promotional content before it's sent – a once only offer, or something else they can remember you by.



Convert your contacts into customers

Nearly everyone you know is a potential customer. Hand out your business card everywhere, offer your services and ask for referrals. They might be someone else's customer now but give them a chance to be one of yours instead!



Don't cut prices, add value

Even if you end up moving more products your profits are probably going to be a lot less. And it's hard to get the price back up again. Instead, why not add value – put a slow moving product with something more popular, use phrases like 'special offer' or 'limited time' or add on an extra low cost service to add appeal



Keep in touch

After just one purchase you have the opportunity to make a customer for life. Start keeping contact details, have a database and make regular contact part of the way you do business. Use an in-store competition, a questionnaire or a courtesy call to get extra information. Make the most of direct mail or newsletters. What about offering product demonstrations or customer evenings once a year?



Become an expert

No matter what you do, you'll know things that others don't. Try writing an article for the local paper, providing useful tips and tricks - with any luck you'll get a business profile or even a photo if you're published. And it's a great way to build credibility.